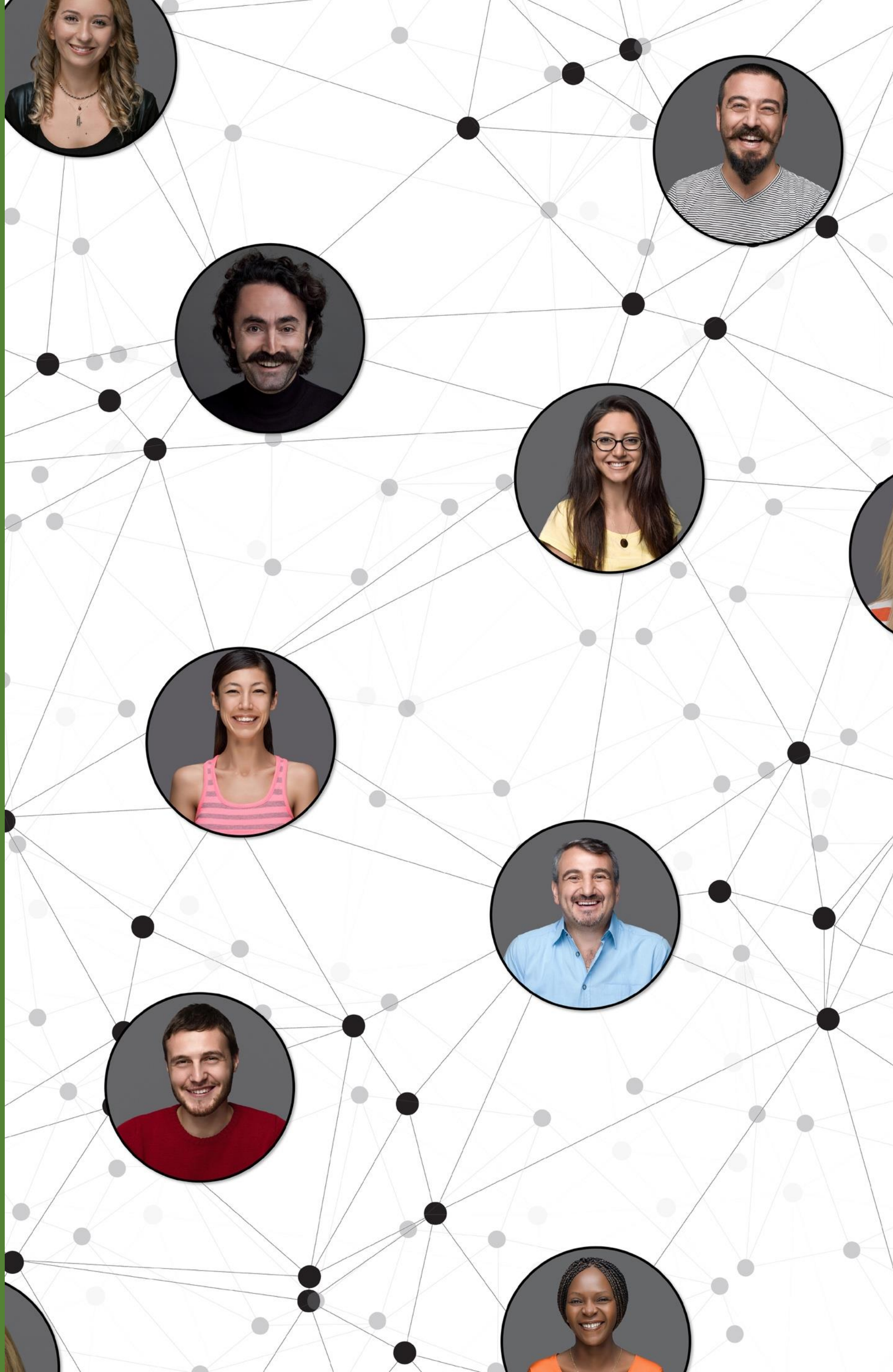




effectively using FACEBOOK GROUPS

LAUNCHING YOUR
BUSINESS GUIDE
2018



FACEBOOK GROUPS

Using Facebook Groups can help you engage with all kinds of people you may not otherwise be able to connect with! There are a few ways to productively use groups to:

- Effectively Share Your Content
- Recruit New Customers & Team Members
- Share Information (A-T-M System)

START WITH THE BASICS

Groups have all kinds of features (search, stories, events), especially if you are an admin or creator of the group. But joining and using groups effectively can help you advance your business without the extra headache of running your own group.

If you've started to "build your brand" you'll know what kinds of people you want your content to attract and which kinds of groups they'll be in. There are also tons of networking and marketing groups. These are helpful as well, with many people posting looking for specific kinds of products or wanting to join a business. Responding to those people can help you create leads and even gain new customers.

Finding groups to join is STEP 1. You can also go into your settings and select how much from each group you want to see (all posts, group highlights, etc.) to make sure you're not cluttering up your timeline and still have access to sharing in those groups.



USING GROUPS TO GAIN FOLLOWERS

Share your content and get noticed!

If you have figured out how you want to present yourself and what kind of content you want to create you can begin **SHARING IT!**

For example: If you want to coach others on weight loss and clean eating (using the Go Clean & Lean 6/1 Meal Plan and Heart & Body Naturals weight loss products) joining Health & Fitness groups would be perfect! Once you start making workout instructional videos or sharing clean eating recipes you can share that into those groups without being “spammy”. This is how you begin to build your following and social media presence. You can also check in and share that you are hydrating and detoxing with a new tea (VitaliTEA) or share progress pictures. Remember, do not share company names or product names in these posts. If you have a separate Facebook page that you use, you will want to share your content from that page as well so others can like and follow your page if you don’t want them on your personal profile.

BOOSTING POSTS WITH COMMENTS

If you have some posts that stick out in your head that got great engagement and got people talking you can “re-boost” them in the newsfeed.

Facebook wants **GENUINE CONNECTIONS** and **ORIGINAL CONTENT**. If you have a post, even one a few months old, that you can think back to immediately and know got a lot of likes or comments, go back to it. Pull up the post or picture and comment on it (reply to someone’s comment you may have missed before or make a new comment, let it post, and then delete it.)! This boosts the post back up in the newsfeed so it can get more post reach and possibly more engagement.

This works on your personal page, in groups, and on pages. It is super easy and a great way to get your content back in front of people!



RECRUITING WITH GROUPS

TURNING COMMENTS INTO LEADS & STARTING CONVERSATIONS

Once you **SHARE YOUR CONTENT** and people start engaging you can begin to build connections and relationships with those people. If you are sharing your content into groups with members who have similar, it will be easy to find common ground with them. When someone comments, reply directly to their comment and get the conversation going between the two of you. Send them a friend request.

Just like that, you've made a new friend and they will be able to see what you are posting. If you shared your content from your page instead of your personal profile they will be likely to follow your page as well! If they are interested in what you have to say, especially if you are talking about something that can be related to the products or business, you can guide the conversation more easily towards a recruitment without seeming desperate or salesy.

NETWORKING IN GROUPS

When looking for groups to join you can search “Direct Sales” or “Network Marketing” and there will be a lot of groups that come up. Often these have little engagement because people primarily post “ads” but many people do go there looking for a new product or opportunity. Commenting on those types of posts and starting conversations with those people can help you get new recruits and sales.

DO NOT “COLD MESSAGE” people! We all know how annoying it is to get a message from someone we don’t know with a link we didn’t ask for! Comment on their post asking them something, let them know you use a product and if you have photos of results (hair growth from NOURISH, weight loss using SLIMMER, etc.) you can add that to the comment, but do not post the company or product name publicly. When they ask, let them know you will be messaging them directly and then get the conversation going through messages.

DO NOT JUST SEND A LINK and say “Check this out”. Talk to them and then ask if you can send them to a page to find out more information. Send them to the product page and let them know about the recording or add them to the HBN group and tag them in a testimonial! This way you can get them information easily and provide validation for them from someone other than yourself that the product “works. Using the comments in these kinds of groups is more effective than posting advertisements.

ALWAYS SHARE LINKS IN A PRIVATE MESSAGE; you don’t want people to be able to Google and take you out of the equation!

USING REACTIONS ON POSTS



If you like a post, it triggers a notification to the post's author. But if 10 other people like the same post, the author gets only one notification that multiple people liked their post.

One way to make your name stand out is to drop a love/heart on a post if you see that it has 3 "likes" and a "wow face." **This triggers a notification that you reacted differently.** Yes, you will get your very own notification!

HOW TO REACT TO POSTS: On a PC/desktop just hover your mouse over the "Like/ Thumbs up" and other options will pop up. Choose the one you would like use.

On a phone/tablet/device hold down the "Like/Thumbs up" and other options will appear. Simply choose the one you would like to use.

A-T-M SYSTEM

DUPLICATION & SHARING INFORMATION

Effectively teach your new members
where & how to find information easily:

- Add
- Tag
- Message

“LEADERS DON’T CREATE MORE FOLLOWERS,
THEY CREATE MORE LEADERS.”

- Tom Peters



A-T-M SYSTEM

HOW DOES IT WORK?

- **ADD** – Add your new members to the corporate group, or your personal team group if you have one.
- **TAG** – Tag them in the pinned post and other relevant information based on the conversation you've had with them. (Testimonials, training, compensation information, etc.) ***Tip:** When trying to find specific information in groups use the search bar with key words to help you find the information quickly!*
- **MESSAGE** - Follow up with them after they've seen the information or presentation you tagged them in. Do not ask if they have questions, **ask what they liked most** about the post/video/article. Get them talking positive and if questions come up **show them** (by link, or tagging again) where to find the answer so they can do the same with their new members. **DUPLICATION IS KEY.**

Many people don't reject the opportunity because they aren't interested, they simply don't think they have the skills to do what you're doing. They may think they can't learn all the information or that they can't follow the process to be successful. Once you have shown them how easy it is to **find the information** and **effectively share it** with others ask, "Do you think you could add someone to the group and tag them in posts like I did with you?" When they say yes, you have overcome their objection.

MARKETING = MONEY

MARKET EACH DAY FOR MAXIMUM RESULTS

To use Facebook Groups for maximum results you should post about 10 times per day!

Make sure to change your text and pictures if you are posting in multiple groups. Facebook has spam filters that check for copied & pasted posts/comments. The filters check for repeated images and how frequently you are posting the same thing. So make sure, even if it's your original content, that you change up your wording while still giving people the same message!

NO MARKETING, NO MONEY!

YOUR NEXT STEPS

Go to the corporate Facebook Group “The Heart & Body Naturals Family” and **EXPLORE**. Use the search bar, check out the files & albums! Take some time to see what is available there so that when you do have new members you have an idea of where to tag them to show them the information!

WATCH “FACEBOOK LIVE & VIDEOS”

Located in the “Training” area of the HBNaturals.com website:

